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### (54) INFORMATION PROCESSING UNIT, ITS METHOD AND PROVIDING MEDIUM

(57) Abstract:

PROBLEM TO BE SOLVED: To surely detect a commercial(CM) included in a television broadcast.

SOLUTION: A CM object block detection section 16 detects a CM object block on the basis of a silence period and a scene change point. A CM characteristic amount detection section 31 discriminates whether or not the CM object block has various characteristics of the CM and adds an evaluation value on the basis of the result. Then the CM characteristic amount detection section 31 compares a final evaluation value with a prescribed threshold to discriminate whether or not the CM object block is the CM block on the basis of the comparison result.

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